Impact of Social Media Application on Consumer Behavior in Latur District A Study

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1) Introduction-

India is the world's one of the largest country in the world in terms of population The tradition of advertising is going on for ages now & with so many people & business working within this country it is an intriguing way to reach millions.

Advertizing is the primary & most effective- new way spreading awareness about anything. The people of India are in advertising since the 19th century. These are active on all kinds of media platforms where they could get information Radio, TV the internet & newspapers people and get business) could give out advertisements on any of these platforms based on the business, target group & area of reach. on the size of Consumer Behavior is understanding a key element of a marketing strategy. Consumer Behaviors is the study of individuals. groups or organization & all the activities. associated with the purchase use & disposal of goods & services consumer behavior consists of how the consumer's emotions, attitudes & preferences after using social media. The Consumer Behavior in selected social Media application advertisement of 18 to 25 age group. Refers to the actions & decisions that emotion that people make when they are using the social media.

There are many types of social media written posts, blogs articles, guides, Electronic books (e Books) Links to external content, Images videos, video stories, Live videos, Info graphics Webinars, case studies. Respondents across all age groups use the internet for learning

professional, socializing & recreational purposes while. Among the 18-25 age bracket instagram. is the widely used social media platform.

A survey conducted in January 2022 revealed that 18 to 25 year olds constituted the largest share of social media users in India with 31 percent using six to nine social media platforms at a time majorities of 18 to 29 year olds say they use Instagram or snapchat & about half say they Tik Tok with those on the younger enet of this cohort- ages 18 to 24 being especially likely to seport using Instagram (76%) snapchat (75%) or Tik Tok (55%)

young people aged 18-24 are key to numerous markets. From mobile Fashion & technology to alcohol, snack foods and entertainment The customers spends money and in the case of students, who, account for ground half the us youth population. According to a survey conducted by few" Research center in 2018, over 90 % of 18-24 year olds use some from of social media.

2) Significance of the study:-

significance of the studying consumer behavior is helps social media understand what influences consumer's behavior. By understanding how consumers decide on an advertisement they can fill in the gap in the social media market.

Advertisement is quite important in the workplace because it is one of the main media approaches utilized by different enterprises to communicate with the target audience and clients advertisement Target a product of service are run with the goal of raising attention of the target audiences.

Multi-location businesses use social advertising campaigns to built brand aware generate new leads improve conversion rates and gain depth social media insights and analytics and better understanding of their forget & customers social media advertising has become the cornerstone of the most effective.

3) Need :-

Social media usage influences consumer satisfaction in the stages of information search and alternative evaluation. With satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post purchase evaluating.

4) Objective of the study:-

1) To study aims to provide in to the impact of social media advertising on consumer behavior of 18 to 25 age group customers with a focus on the Latur District

2) To study The research examines the positive and negative effects of selected social media advertising. In addition the study examines consumer psychology.

3)To study How much percent effect of advertisement on consumer behavior of 18 to 25 age. group customers.

4)To study which is use of selected maximum social Media.

5) Hypothesis :-

Ho- there is no significant difference, between the effectiveness of social media advertisements and other advertisements.

H 1 :- There is a significant effect of social media advertisement on the .

consumer behavior of 18-25 age group persons.

6) Research Methodology :-

The methods the researchers use in performing research operations Methods which used by the researcher during the course of studying his Research problem are termed as Research methods. A researcher not only need to know how to develop certain indices or texts how to calculate the mean the mode, the median or standard deviation donation (50) or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques are relevant and which are not and what would they mean an indicate.

Research Design :-

This research is a descriptive, in nature because the primary data will be collected by using the survey method such as questionnaire & Interview

Data collection:-

The following methods will be used for data collection.

Primary Date:

There are several methods of collecting primary data particularly in survey and descriptive researchers. The primary date will be. Collected by using the structured questionnaire and interview from consumer.

Secondary Data:-

The secondary date will be used from secondary data books Journals, websites, magazines, newspapers, government record The secondary data are those which have already been collected by someone else and which have been passed through the statistical possess.

Research Instruments :-

The research will be used the structured of Questionnaire collect the primary data structure questionnaire will be framed. after the discussion with supervisor. Analysis of primary data will be done through spss software and Ms Excel Analyzed date will be represent in thesis with the help of chart, graphs, diagram eke.

Sampling Method :-

The researcher has selected the sample from random sampling method and data will collect with the help of a structured questionnaire.

sample unit :-

The Researcher has selected Later District, There are 10 taluka includes, from each Taluka 50 consumers Research survey will be collected as per the structured questionnaire.

7) chapter scheme :-

The chapter scheme is as below

chapter I : Introduction

chapter II : Review of literature

chapter III: Effect of Advertising on consumer Behavior

chapter Iv: Date Collection

chapter v: Findings conclusions, suggestions and Recommendations.

The above chapter scheme is tentative Review paper on factors influencing consumer Behavior:

8) Scope & Limitation :-

The research has some scope & limitation towards work on that. The geography boundaries of Latur District (Maharashtra) have been determined for research work.

Geographical scope:-

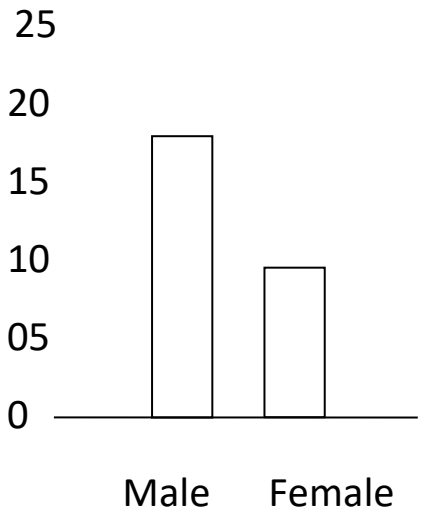
The geographical scope of the study will be Latur district of Maharashtra State which includes 10 Taluka: Ausa, Udgir Deoni, Nilanga, Renapur, Ahmedpur Chakur Jalkot, Latur, Shirur Anantpal.

periodical scopes :-

The period for the research will be 2022 2023 to 2025-2026

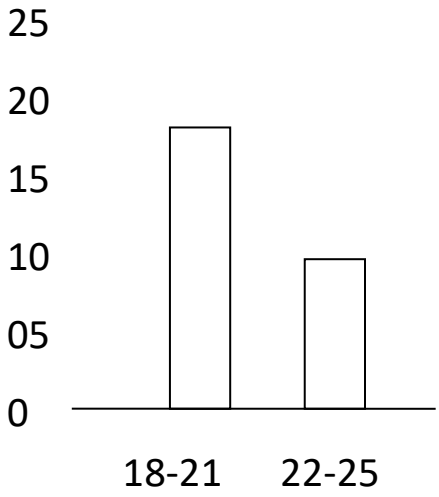
operational scope:-

Gender



The above figure depicts the gender of the individuals participating in the study The figure. clearly represents that there were male- participants than formal participants who contributed to the study.

Age Group :-



The above figure depicts that most of the participants of the study. were between 18-25 years of age the active participants belonging to that certain age group represents the value of brand for the generations.

Limitation :-

The research is limited to select social media application advertisement on Consumer behavior of 18 to 25 age group customers The research area is Latur District limited.

Statement of problem :-

Effectiveness of selected social media application advertisements on Consumer behavior of 18 to 25 age group customers to special Reference to Latur District

Dr. Yakup Durmaz (2014):

The researcher tries to investigate how cultural factors affect on Consumer buying behavior. As per the opinion of research consumer behaviors is influenced not only by consumer personalities and motivations, but also by the relationship within families. families is social group and it can be considered the cornerstone of Consumers so it has a crucial place in the perception of marketing. Marketers closely interested in this issue to know the family which changed and renewed in course of time. It provides a tremendous advantage for a marketer to know the family structure & its consumption characteristics. The researcher conducted survey on 1400 people from the different parts & concludes

that cultural Factors do have it's long lasting impact on the Consumption decision of the consumers.

Pandey Ac & pandey MK (2013) :-

lifestyle studied impact of brand preference of consumer behavior & concluded that same of the factors have major Role in the changing of buyer's behavior. These was a significant relationship between gender & insistence on specific brand by Consumers for consumer durables at every purchase; secondly there was no significant relationship between gender & place of purchasing consumer durable.

Bhattacharya.S. Mitra (2010) :-

studied & concluded that, the impact of brand on Consumer behavior of male and 100 female inhabitants in Kolkata city after detailed investigation they observed that the impact of brand on Consumer behavior more significant among the female group. that of the male group Brand name Brand loyalty I symbolic meaning were the reasons behind the difference as opined by the respondents section of produces & shopping experience were more predominant among the female group than that of the male group it was also stated that the less the monthly income of the family the more the impact of brand on consumer behavior.

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